Orthopedic Products - Germany

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Summary

The German market for orthopedic products is by far the largest in Europe with a 34.4% share of the total European market. The market comprises a broad range of technical aids treating injuries or illnesses of the locomotor system. Products include the whole range from sophisticated prosthetic and orthotic devices to bandages and insoles. Back supports make up the largest product segment with 40%, followed by knee supports (35%) and ankle/small joint orthotic devices (20%).

Sector sales in Germany increased to EUR 3 billion (USD 3.6 billion*) in 2004, up 3.3% from 2003, with notable increases in the sales of joint replacements; braces and supports; and some segments of medical aid stores, so-called "Sanitätshäuser." Medical-technical aids, so-called "Hilfsmittel," made up approximately 5.3% of total German healthcare expenditures in 2003. Germany counted roughly 1,900 orthopedic product suppliers in 2003, with an average workforce of 20 and average sales each of USD 1.9 million. As a result of healthcare reform and reference pricing, profits in this segment have been declining and almost every second orthopedic products business reported losses for 2004. The market is expected to increase moderately, with an estimated growth rate of 2.9%, in 2005.

U.S. orthopedic product suppliers should continue to find good market potential for innovative or cost-efficient solutions. Given the rapidly growing number of people older than 50, industry observers note that demographics alone will drive growth in the orthopedics sector in Germany. In addition, an increasing number of younger patients suffer from injuries or illnesses affecting bones and joints as a result of sports activities or workplace conditions.

*exchange rate used throughout report: EUR 1 = USD 1.20

Market overview

Analysts expect the share of GDP spent on healthcare to increase from 11.7% to 12.3% in the 15 EU member states, Japan and the United States by 2010. Demand for spending on medical devices will increase from 6.8% to 7.1% of total healthcare expenditures or EUR 286 billion (USD 343.2 billion) by 2010.

Germany is the leading producer of medical devices in Europe. With a value of EUR 10.5 billion (USD 12.6 billion), Germany produces more than twice the amount of France, the second-largest medical devices producer in the EU.

The German market for medical devices is the third largest in the world after the United States and Japan. While Japan is a net-importer, Germany and the United States export more medical devices than they import. The amount of medical devices exported from Germany increased over the last 15 years, while Germany's share in the global medical devices trade has decreased from 20.3% in 1991 to 15% in 2003. Orthopedic products accounted for 8% of the total German medical devices market in 2004. Below market statistics comprises the following product groups: Orthopedic devices (HS 90211010); orthopedic splints and similar products for bone fractures (HS 90211090); artificial joints (HS 90213100); orthotic and prosthetic products and accessories (HS 90213990).

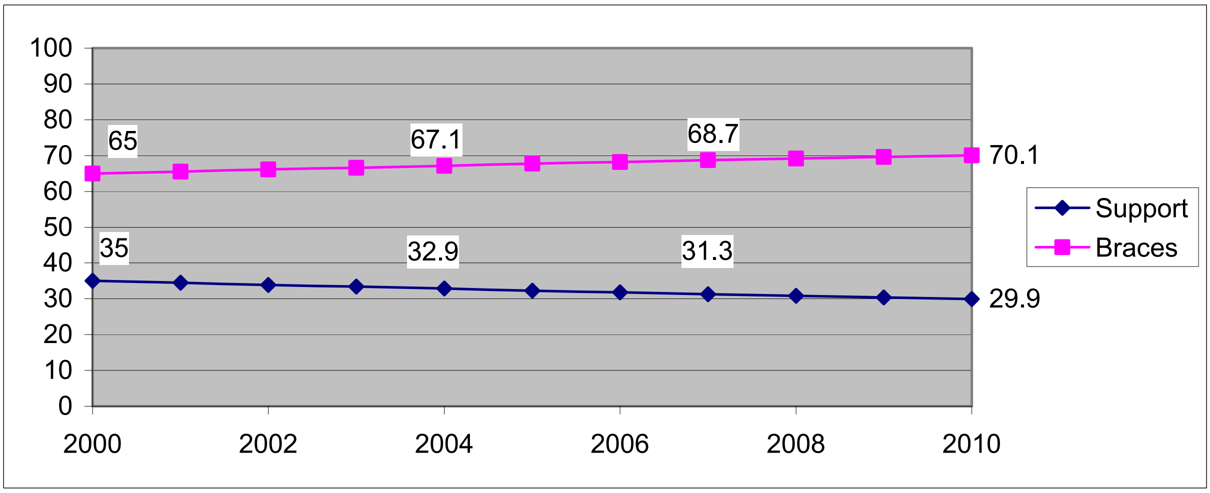
German Orthopedic Products Market in EUR million				Growth Rate in %	
	2003	2004	2005 (e)	2003 to 2004	2004 to 2005 (e)
Market	**1,155**	**1,186**	**1,221**	**2.8**	**2.9**
Production	1,159	1,332	1,500	14.9	12.6
Exports	575	707	851	22.9	20.4
Imports	571	561	572	-1.6	1.9
U.S. Imports	171	172	177	0.7	2.9

(e) = estimated

Source: Federal Statistics Office

According to a recent *Frost and Sullivan* survey, the European market for orthopedic braces and supports valued USD 402.4 million in 2003 and is expected to grow with an annual growth rate of 4.2% over the next years. The German market for orthopedic braces and supports was the largest in Europe and with a value of USD 138.8 million accounted for 34.4% of all orthopedic braces and supports sales in Europe in 2003. The braces sector in Germany was estimated at USD 90.2 million (65%), and the supports sector at USD 48.6 million, or 35%, for 2003. The study expected the braces sector to account for 70% by 2010.

Percentage of sales by product type: Orthopedic Braces and Supports



Source: Frost & Sullivan

Prices in this segment differ widely and range from a few Euros for a neck bracing up to several thousand Euros for a sophisticated customized product such as a spinal brace.

Market Trends

Trends that contribute to market growth for orthopedic products in Germany include: An increasing number of sports injuries; the dramatically aging German population; rising chronic osteoporosis; and new orthopedic technologies. Market restraints include: health reforms and fixed pricing ("Festbeträge"); group purchasing practices resulting in price pressures; increased competition; and the proposed recycling of orthopedic products.

Sports injuries in Germany have increased over the past years as a result of a larger number of people at a higher age being active and participating in sports. In addition, the overall number of people participating in sports has increased. Downhill skiing has been named as the number one cause for knee injuries. The increased number of sport injuries has fuelled the demand for orthopedic products.

The **"demographic factor"** will drive orthopedic market growth. While the German population is expected to decrease from 82.4 million in 2000 to 77.5 million by 2030, the "elderly quotient," i.e., the ratio of 60+ in a group of a hundred 20-59ers, is estimated to increase from 42.8% to 81.3% over the same period. 80-year-olds and above will account for 14.6% of the population total by 2030. These age groups are commonly subject to a larger number of falls and subsequent bone fractures. The ageing of the German population could also turn out to be an impediment for market growth, since SHI-Statutory Health Insurance revenues are expected to decrease with the fee-paying workforce, forcing sickness funds to cut costs, resulting in further price pressures.

Osteoporosis is a major health issue in the industrialized world, expected to increase with longer life expectancies. It affects an estimated 75 million people in Japan, Europe and USA combined. The European Foundation for Osteoporosis and Bone Disease, the U.S. National Institute of Arthritis and Musculoskeletal and Skin Diseases and the American National Osteoporosis Foundation joint findings indicate that osteoporosis results in fractures with considerable impact on medical expenditures worldwide. In addition, chronic pain affects one fifth of all adults in the industrialized world, two thirds of which is chronic pain of the locomotor system, mostly affecting the elderly and female population, according to the IASP-International Association for the Study of Pain.

The German medical products market is very technology-friendly and has traditionally reacted very positively to **new technologies**. This results in a higher life expectancy, which again results in a need for additional and new medical technologies. This trend is expected to continue and will be a market driver for medical devices in general and orthopedic products in particular.

The **German sickness funds strongly influence pricing** for orthopedic products, because they reimburse the patient or the orthopedic workshop. Fixed prices are negotiated between sickness funds and orthopedic technicians. The fixed prices for a number of products have not changed in the past ten years and given an annual inflation rate of approximately 2%, have fallen behind products not subject to fixed pricing. In the past, orthopedic product manufacturers have commonly not participated in the price negotiations, but market analysts expect them to do so in future. Their lobbying may have a positive effect on pricing, but the strong position of the sickness funds will still be hard to overcome.

Orthopedic Products Buying Cooperatives, such as Egroh (800 members) or Rehavital (400 locations throughout Germany), organize group purchases for healthcare providers and are able to put pressure on prices. They represent the interests of independent healthcare providers and can negotiate discounts and special terms, with a negative impact on pricing and orthopedic products market value.

As a result of price pressures major players in the orthopedic products market try to protect their market share with **additional marketing campaigns** or through

consolidation. The entry of French Thuasne into the German market in 2004 put additional pressure on the German suppliers of orthopedic products.

A cost-cutting initiative has been proposed by orthopedic product wholesalers in Germany to **recycle used braces and supports**. This could potentially have a negative impact since it would reduce new product sales. If this were to become the standard for non-customized orthopedic goods, it would definitely mean a sales decline for stock items. Concern about recycling still prevails in the industry, including the cleanliness and the durability of recycled products.

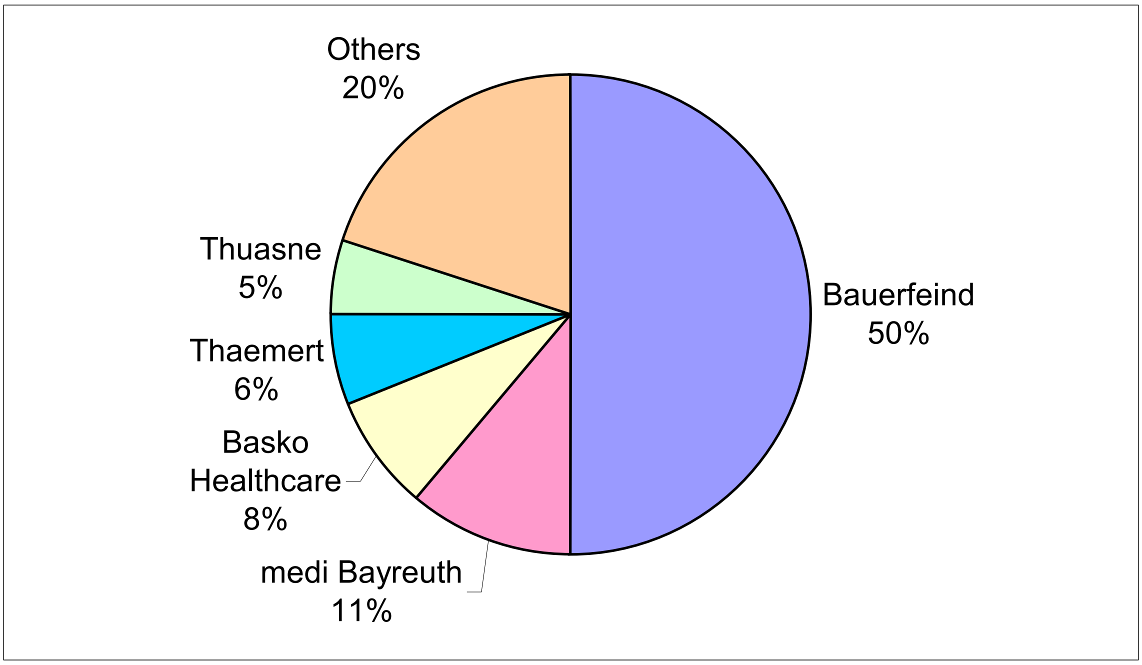
Import Market

In 2004, Germany imported orthopedic goods valued at EUR 561 million (USD 673 million), a plus of 1.9% over 2003. Major supplier countries were Switzerland with a 41% import market share and the United States with a 31% import market share, followed by Austria, France and the United Kingdom with roughly 4.5% each. Imports of orthopedic products from the United States saw a mild increase of 0.7% in 2004 and are expected to increase by 2.9% in 2005. Switzerland is particularly strong as a supplier of artificial joints to Germany valued at EUR 152,000 (USD 182,000) in 2004, followed by the United States with artificial joint supplies valued at EUR 60,000 (USD 72,000). The United States ranked first as supplier of orthopedic devices and prostheses to Germany in 2004.

Competition

The German market for orthopedic products is dominated by a handful of major players supplying 80% of the market, and a large number of small and medium-sized manufacturers. The major players mostly distribute products of foreign suppliers in addition to their own products. The trend is toward consolidation. While smaller firms and workshops were able to report sales increases for compression wear; bandages; and breast protheses, the large companies dominated the market for customized prosthetic and orthopedic aids, such as braces and supports.

Market shares of mayor players in the German orthopedic braces and supports market



Others include: Aircast (4.8%); Otto Bock (3.5%); Ormed GmbH (2.2%); DJ Orthopaedics (1.8%); Townsend Design (1.6%); Somas Orthopedic (1.0%); Generation II (1.0%).

Source: Frost & Sullivan

Bauerfeind AG is the market leader in almost all sub-sectors of the German orthopedic products market. Other suppliers are specialized on certain sub-sectors, where they own a larger share than in the overall orthopedic products market. Bauerfeind AG is also market leader in the European market (20.1 %), with French Thuasne (13.2 %) and German Medi Bayreuth (7.3%) as runners-up.

The following provides an overview of the five largest competitors in the German orthopedic products market:

Bauerfeind AG was started as a family business by Bruno Bauerfeind, the grandfather of the present chairman of the board, in the East Thuringia city of Zeulenroda, Germany, in 1929. Today Bauerfeind is an international stock corporation, with a Wellness Line Division consisting of Berkemann and Zeuba; and the Medical Line Division consisting of Bauerfeind Phlebology, Bauerfeind Orthopedics, Bauerfeind Food Orthopedics and Bauerfeind Prosthetics. Bauerfeind owns subsidiaries in several European countries and the United States as well as a wellness hotel and an innovation center in Germany. Bauerfeind employed 1,800 people and reported sales of EUR 200 million (USD 240 million) in 2004.

Medi Bayreuth GmbH & Co. KG was founded as WeCo G.A. Weihermüller & Co. after World War II and renamed Medi Bayreuth in 1991. Today, Medi Bayreuth operates in 125 countries, with subsidiaries in eleven countries. They employ 1,150 people in four divisions: Phlebology; orthopedics; prosthetics; and hospital supplies.

Dutch **Basko** has been active in Europe for over 60 years. Their core business is providing high quality orthopedic and prosthetic products. They also focus on breast care (post-mastectomy) and rehabilitation products. With offices in Amsterdam, Hamburg and Vienna they cover the Benelux countries, Germany and Austria. Basko is part of the CAMP group, including CAMP Scandinavia, PRIM (Spain), Tielle (Italy), and Jackson/MI-based CAMP USA. The partners produce and distribute CAMParticles such as orthopedic soft goods and orthotic devices. Close collaboration between the former licensees provides this group with a wide distribution network throughout Europe. "The CAMP Group" regularly organizes workshops and seminars to promote its know-how in the field of orthopedic technology.

Thaemert Orthopaedische Hilfsmittel GmbH & Co. KG was founded by the commercial agent Otto Thämert in May 1919. The company now markets a full range of orthotic bracing and support products from small joint bracing and supports to special customized orthotic devices for the spine. Thaemert has offices in several other European countries as well as in the United States.

French **Thuasne** was founded 1847 and specialized in the production of narrow elastic textiles. Today, Thuasne manufactures elastic compression bandages; medical belts; adhesive and cohesive bandages; orthopedic supports (medical ankle and knee braces); and medical compression stockings and tights. Thuasne owns subsidiaries in Germany; Belgium; the Netherlands; Italy; Spain; Czech Republic; United States; and Japan. In 2001 Thuasne achieved annual sales of EUR 100 million (USD 120 million) with a workforce of 500.

The two major U.S. players in the German orthopedics market, **Aircast** and **DJ Orthopedics**, have increased their marketing and distribution activities. Aircast is now the official partner of the German Volleyball and Basketball Federations as well as sponsor of a number of orthopedic congresses. In early 2005, DJ Orthopedics Germany introduced their *Procare* line with a focus on emergency medical treatment with orthotic, bandage and cold therapy products. CEO Jochen Piotrowsky estimates that *Procare* will generate 10% of the company's sales total in Germany in 2005. DJ Orthopedics sells direct, via medical dealers and "Sanitätshäuser" (medical aid stores). Their sales field force counts 37 and their customer list 1,500. Their German office also covers Austria, in partnership with Austrian distributor Ad Rem Team/Höchst; and Switzerland, partnering with Cosanum AG/Schlieren.

American products can usually compete strongly on the basis of price and innovation. In the German medical market, alliances to jointly maintain cost efficiency and to cut R&D expenditures are common. Mergers and acquisitions to gain or expand market share in the German orthopedic products market are also very popular.

The German Healthcare System

In Germany the term "healthcare system" encompasses all institutions and individuals who contribute to, support, and restore the health of the population. Federal and State governments are responsible for the maintenance of the public healthcare system. All insured persons receive healthcare benefits and suppliers of such services are remunerated directly. 72 million Germans, roughly 90% of the population, are insured with the Statutory Health Insurance (SHI) or public sickness funds, which finance almost half of German healthcare expenditures. Six million Germans are insured with the SHI and own an additional private health insurance, and seven million, or 8% of the population, are privately insured. The financial situation in Germany's public sickness funds has deteriorated considerably over the last years, with record deficits in 2003 and 2004, driven by a constantly high unemployment rate and more prosperous patients transferring to private insurances with better and more comprehensive services.

Total public health expenditures in Germany reached EUR 240 billion (USD 288 billion) in 2003, 11.3% of GDP and a plus of 2% over 2002. Per-capita expenditures stood at EUR 2,900 (USD 3,480), an increase of roughly 53% over 1993 levels. The SHI carried the bulk of expenditures valued at EUR 136 billion (USD 163 billion) in 2003 or 57% of total healthcare expenditures, followed by private households and private organizations with a value of EUR 29.4 billion (USD 35.3 billion)) or 12%, and the private insurance sector with EUR 20.6 billion (USD 25 billion), up 4.5% from 2002. Germany's healthcare system is state-of-the-art, efficient, but very costly. According to market experts healthcare expenditures will increasingly move away from SHI towards private providers.

Since the German healthcare system is highly regulated, market access for U.S. suppliers of orthopedic products is time-consuming and costly. The system allows only fixed prices for medical technical aids. If the products are higher priced than the price set by the SHI, the patients/clients must pay for the difference (i.e., the so-called additional co-payment). Thus, it is imperative for U.S. suppliers of orthopedic products to have their products registered and listed in the official Technical Aids Directory ("Hilfsmittelverzeichnis"), compiled by the health insurance funds for reimbursable therapeutic, orthopedic and rehabilitation products. More information on the Technical Aids Directory follows below.

End-Users

Main end-users in Germany for orthopedic products are the disabled and elderly people, followed by people with sports injuries.

2005 is the fifth year of the "Bone and Joint Decade." The World Health Organization officially launched the multidisciplinary global campaign in Geneva in 2000, to raise awareness of the suffering and costs associated with musculoskeletal disorders. In the developed world, bone and joint diseases account for half of all chronic conditions among people older than 50. Given the rapidly growing number of people in this age group, industry experts state that demographics alone will drive market growth in the orthopedics sector.

A second economic driver is an increasing number of younger people opting for joint replacement surgery. Innovative procedures improving patient outcomes play a considerable role in swaying younger patients to consider hip and knee implants. Additionally, popular sports such as skiing, inline skating, or skateboarding and resulting injuries fuel demand for orthopedic products. For instance, 70% of the need for care products for knee-related injuries resulted from sports in 2003.

All in all, in 2003 10% of the population needed orthopedic remedies in some way or another.

Market Access

The German market for orthopedic products is regulated by German and European Union (EU) directives, standards and safety regulations. The requirements are complex. Not all standards and regulations are mandatory, but compliance greatly enhances a product's marketability. Advice on the requirements and compliance certification in the case of a specific product should be sought from the sources referenced below.

- **The "CE" Mark**

The CE mark confirms that a product fulfills all applicable EU requirements. CE marking is now a legal requirement for a wide range of equipment manufacturers. Certification requirements for use of the CE mark vary depending on the product. For some, such as those in the MPG (German Medical Products Law) low-risk class I, the manufacturers (or importer/authorized representative, if the product is manufactured outside the EU) may self-certify compliance with EU requirements and affix the mark; for others the certification of a "notified body" (an accredited certification agency such as the TÜV) will be required.

Detailed information on the German and European regulations for the production and trade of orthopedic products can be obtained from:

National Institute of Standards and Technology,
National Center for Standards and Certification Information
NIST North, Room 164
Gaithersburg, MD 20899
Phone: 301-975-4040
Fax: 301-975-1559
Internet: www.nist.gov

Commercial Service
Mission to the EU
40 Boulevard du Regent
B-1060 Brussels / Belgium
Phone: +32-2-508-2674
Fax: +32-2-508-1228
Internet: www.buyusa.gov/europeanunion/

TÜV – Technischer Ueberwachungsverein Rheinland
(German Technical Inspection Association Rhineland / TÜV Rheinland Group)
Am Grauen Stein
51105 Köln
Phone: +49-221-806-0
Fax: +49-221-806-114
Internet: www.de.tuv.com

UL International Germany GmbH
Frankfurter Str. 229
63263 Neu-Isenburg
Phone: +49-6102-369 254
Fax: +49-6102-369 480
Internet: http://www.ul-europe.com

- **Medical Aids Directory ("Hilfsmittelverzeichnis") and HMV-Codes („Hilfsmittelnummer")**

The Medical Aids Directory, in German called "Hilfsmittelverzeichnis (HMV)," lists all reimbursable orthopedic products, plus other medical aid devices. For U.S. orthopedic product suppliers, entry into the HMV is not mandatory, however, it is strongly recommended in order to achieve volume sales. Once in the HMV and assigned with a respective HMV code, in German "Hilfsmittelnummer," a product is regarded as commonly reimbursable through the sickness funds and will easily be prescribed and reimbursed.

A U.S. exporter interested in obtaining an HMV code needs to

- File an application, in German, with the IKK, the sickness fund managing the HMV (see key contacts);
- Provide the necessary testing and certification documentation; In some cases, provide a sample;
- Provide statements from end-users or self-help groups on the usefulness of the product;
- Submit all papers in duplicates to the IKK
- Ensure that the U.S. exporter/manufacturer is listed as the "owner" of the HMV-code, and not a specific distributor. (Pls note: the HMV-code cannot be extended to other distributors; however, if the U.S. manufacturer is listed as the "owner," he/she can sell to several distributors or dealers.)

Once the application form has been submitted to IKK, the IKK has to report any missing papers or documents within ten weeks and, if the application is complete, has to approve or reject the application within three months. The IKK will forward the applications to the "Medizinischer Dienst der Ärzte und Krankenkassen," a joint physicians/sickness funds review board, which will in turn, recommend approval or disapproval. Approximate cost for application and receipt of an HMV code is USD 2,500 per product.

There are medical companies and consultants assisting with HMV registration. A list is available from the U.S. Commercial Service Düsseldorf upon request.

➢ Packaging and Labeling

The European Union does not regulate packaging and labeling in general, with the exception of very specific high-risk product related cases. In the absence of any EU-wide rules, the exporter has to consult German regulations. The importer or shipping agent is the first point of contact for shipping documents and outer packaging/labeling. EU customs legislation only regulates administrative procedures, such as type of certificate and the mention of rule of origin on the customs forms and shipping documents.

➢ Tariffs, Import Regulations

Firms exporting orthopedic products to Germany will not encounter any trade barriers or quotas. However, an import duty of 5.1% to 5.3% of the import product value does exist along with a 7% (reduced) import turnover tax payable at the port of entry. For customs clearance, a product description is required describing the use, origin and value of the product. The cost of the import-turnover tax is usually offset by ultimately passing it on to the end-user in later distribution stages in the form of a Value-Added Tax (VAT), known in Germany as "Mehrwertsteuer" (MwSt).

The Customs Information Center Frankfurt website offers a searchable customs duty calculator under the heading "TARIC," available in English. For specific duty-related questions U.S. exporters can also contact the Infocenter directly:

Zoll – Infocenter Frankfurt am Main
(Customs Information Center)
Hansaallee 141
60320 Frankfurt am Main
Phone: +49-69-469976-00
Fax: +49-69-469976-99
E-Mail: info@zoll-infocenter.de
Internet: www.zoll-d.de

Market Entry

Local representation or market presence is essential. An agency arrangement is often a cost-effective mechanism to enter the market but under German law, even if the agent's performance is not satisfactory, it can be difficult and costly to terminate the arrangement. A representation or distributor agreement may be harder to arrange but the German associate will purchase the product that is to be sold, thus sharing the risk.
In addition to complying with standards and regulations, U.S. firms should seek to meet some additional criteria to assure product acceptance, recognition, and marketability when trying to enter the German market:

- Supply product information and trade literature in German. At a minimum, catalog inserts should be in German.
- Provide reliable after-sales services and product support or select qualified agents or distributors who are capable of providing quality service.
- Provide operation and instruction manuals in German to ensure proper understanding and usage of the equipment.
- U.S. firms should maintain close contact with and ensure good feedback from agents in Germany to stay informed about market developments, trade issues, as well as regulations and laws concerning their products.

The traditional distribution avenues for orthopedic products are Reha-Teams catering directly to the sickness funds, "Sanitätshäuser," the medical aid stores; and the pharmacies. Main target groups for orthopedic product suppliers are also hospitals, buying cooperatives and medical specialists. Medical aid stores, "Sanitätshäuser," still generate 60-90% of sales through prescriptions. A variety of multipliers play an important role in the segment of orthopedic products. Multipliers are occupational groups or institutions, which are in charge of or generate prescriptions, customers and orders. U.S. orthopedic product providers should also target sickness funds; retirement homes; help groups; hospice organizations; and sports clubs as potential customers. In Germany there are 1,600 medical aid stores (Sanitätshäuser), 400 with an Internet presence (80 with online-shopping capabilities), and roughly 22,000 pharmacies.

➢ Payment and Financing Practices

In Germany the period allowed for payment is between 30 and 60 days. Early payments are credited with a 3% discount. Supplier credits are common.

Practices regarding finance, availability of capital and schedules of payment are comparable to those in the United States. There are no restrictions or barriers on the movement of capital, foreign exchange earnings, or dividends. Virtually all major U.S. banks are represented in the German market, mostly, but not exclusively in the city of Frankfurt/Main, Germany's financial hub. Similarly, a large number of German banks, including some of the partially state-owned regional banks, maintain subsidiaries, branches and/or branch offices in the United States. Germany is not eligible for support from OPIC, TDA or similar agencies.

Opportunities for Profile Building

FUSE

Under the U.S. Department of Commerce's FUSE (**F**eaturing **U.S. E**xporters) program, U.S. manufacturers looking for sales leads or potential sales representatives in Germany can list their products and services on the German-language U.S. Commercial Service website, www.buyusa.gov/germany, which targets an audience of German importers and commercial buyers.

Commercial News USA

Commercial News USA is the official United States Department of Commerce showcase for American-made products and services. The catalog-style magazine is designed to help American companies promote products and services to buyers in more than 145 countries. Each issue reaches an estimated 400,000 readers worldwide. For more information, please visit: www.thinkglobal.us

Advertising

In Germany, trade publications are important promotion vehicles. Listed below are the leading trade publications for the German orthopedic product industry, which are suitable for advertising. Detailed information and current advertising rates are available upon request from the publishers.

Publication:	**Medizin-Technischer Dialog (MTD)**
Publisher:	MTD Verlag GmbH Schomburger Straße 11 88279 Amtzell Tel: +49-7520-958-0 Fax: +49-7520-958-99 Editor-in chief: Mr. Rolf Schmid Email: mtd.verlag@t-online.de Internet: www.mtd.de Frequency: Monthly Language: German Circulation: 2,663

Publication:	**Orthopädie-Technik**
Publisher:	Verlag Orthopädie-Technik Reinoldistr. 7-9 44135 Dortmund Tel: [49][231] 557050-52 Fax: [49][231] 557050-70 Editor-in chief: Dirk Böcker Email: boecker@ot-forum.de Internet: www.ot-forum.de Frequency: monthly Language: German (a Quarterly in English) Circulation: 5,208

Trade fairs

In Germany, trade fairs play a major role in product marketing. U.S. companies wishing to penetrate the German market often make their first approach at major trade fairs. For U.S. manufacturers and exporters wishing to sell in Germany (and in Europe) it is important to exhibit at one of Germany's major international fairs. Exhibiting at fairs can bring direct sales, but, more significantly, it can be one of the least expensive ways to test the market's receptivity for orthopedic products. Further, the strength and scope of the competition can be assessed and contacts with others "in the trade" can be established. From these contacts, U.S. companies can gather a great deal of valuable information about marketing in Germany and Europe.

A well-planned exhibit at a major German trade fair is an excellent vehicle to promote U.S. products to a German and international trade audience. The following shows are recommended for exporters of U.S. orthopedic products:

Orthopaedie + Reha-Technik
International Trade Show and World Congress for Prosthetics, Orthopedics and Rehabilitation Technology

Target groups:
Orthopedic technicians, Rehab technicians, shoe specialists
- Medical aid shops; medical technicians
- Retail for Health and Senior Fitness, Wellness
- Physicians, rehab centers, therapists, sickness funds
- Members of scientific institutions
- Trainees, students
- Patients and their families; self-help groups

	Orthopädie + Reha-Technik
Date:	May 10-13, 2006
Venue:	Leipzig / Germany
Organizer:	Leipziger Messe GmbH
	Messe-Allee 1
	D-04356 Leipzig
Contact:	Mr. Thomas Beyer
Tel:	+49-341-67 80
Fax:	+49-341-678 87 62
Email:	t.beyer@leipziger-messe.de
Internet:	www.leipziger-messe.de

Contact in	German American Chamber of Commerce, Inc.
the U.S.	U.S. Representative Leipzig Trade Shows
	Frau Marlies Osmers
	12 East 49th Street, Skylobby - 24th Floor
Contact:	New York, NY 10017
	212-974 -8841
	212-974 8867
Tel.	leipzig-tradeshows@gaccny.com
Fax:	www.gaccny.com
Email:	
Internet:	

MEDICA
World Forum for Doctor's Surgeries and Hospitals -
International Trade Fair Congress

Düsseldorf, November 16-19, 2005
Düsseldorf, November 15-18, 2006

MEDICA is the most important international annual trade fair for the medical technology industry. In 2004, it attracted 4,000 exhibitors from 67 countries and 136,000 visitors. MEDICA comprises a complete hall with orthopedic and physiotherapy technology. There are traditionally two U.S. Pavilions at MEDICA and a USDOC-organized CEO-Corporate Executive Office.

	MEDICA
Date:	November 16-19, 2005 and November 15-18 2006
Venue:	Düsseldorf
Organizer	Düsseldorfer Messegesellschaft mbH Stockumer Kirchstrasse 61 D-40474 Düsseldorf
Contact:	Ms. Anja Siller, Project Manager
Tel:	+49+211-4560-414
Fax:	+49-211-4560-668
Email:	sillera@messe-duesseldorf.de
Internet:	http://www.buyusa.gov/eme/medica2005.html http://www.medica.de

Contact in the U.S.	Messe Duesseldorf North America 150 North Michigan Avenue, Suite 2920 Chicago, IL 60601
Contact:	Ms. Johanna Buehler or Mr. Ryan Klemm
Tel:	312-781-5180
Fax:	312-781-5188
Email:	jbuehler@mdna.com or rklemm@mdna.com
Internet:	http://www.mdna.com

Key Contacts

German Government Agencies

Bundesministerium für Gesundheit und Soziale Sicherung
(Federal Health and Social Security Ministry)
Am Propsthof 78a
D-53121 Bonn
Tel: +49-228-941-0
Fax: +9-228-941-49 00
Email: poststelle@bmg.bund.de
Internet: http://www.bmgesundheit.de

Bundesinstitut für Arzneimittel und Medizinprodukte (BfArM)
(Federal Agency for Pharmaceuticals and Medical Devices)
Friedrich-Ebert-Allee 38
D-53113 Bonn
Tel: +49-228-207-30
Fax: +49-228-207-5207
Email: poststelle@bfarm.de

Internet: http://www.bfarm.de

BfArM is an independent federal agency reporting to the Federal Ministry of Health. Since orthopedic products are certified according to the Directives of the European Union products can be marketed within the EU provided they carry a CE mark. BfArM collaborates with the health authorities of the other EU Member States in all matters concerning risk prevention.

Trade Associations

Generally speaking, associations are useful sources of information on market access, general market development, trends, statistics, and regulations. Contact information for the orthopedic products market is as follows:

IKK-Bundesverband der Innungskrankenkassen
(Federal Association of Trade Guild Insurances)
Technologiepark
Friedrich-Ebert-Strasse
51429 Bergisch-Gladbach
Tel: +49-2204-44-0
Fax: +49-2204-44-185
Email: ikk-bundesverband@bv.ikk.de
Internet: http://www.ikk.de

The IKK handles all matters related to the medical aid directory ("Hilfsmittelverzeichnis"), files applications for entry into the directory and assigns respective HMV codes.

Bundesinnungsverband für Orthopaedietechnik (BIV)
(Federal Association of Orthopedic Technicians)
Reinoldistr. 7-9
44135 Dortmund
Tel: +49-231-55 70 50-0
Fax: +49-231-55 70 50-70
Email: info@ot-forum.de
Internet: www.ot-forum.de

BIV represents the Federal Orthopedic Engineering Guilds with approximately 1,550 medium-sized orthopedic product suppliers as members. BIV is the organizer of the biennial trade show, "Orthopädie + Rehatechnik," in collaboration with Messe Leipzig.

Deutsche Krankenhausgesellschaft e.V. – (DKG)
(German Hospital Association)
Wegelystraße 3
10623 Berlin
Tel: +49-30-39 801-0
Fax: +49-30-39801-3000
Email: dkg.mail@dkgev.de
Internet: http://www.dkgev.de

DKG is the advocate of 2,200 medical centers in Germany. As the national association of all hospital owners, DKG represents hospital carriers and their interests.

Zentralvereinigung medizinisch-technischer Fachhändler, Hersteller, Dienstleister und Berater e.V. (ZMT)
(Medical Dealers Association)
Salierring 44
D-50677 Köln
Tel: +49-221-2407 845
Fax: +49-221-2408 670
Email: info@zmt.de
Internet: http://www.zmt.de

ZMT represents 157 medical device dealers and 73 medical device manufacturers. They represent the interests of the medical specialty trade and provide legal and commercial counseling.

U.S. Commercial Service Contact

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Website: http://www.buyusa.gov/germany/en/.

You can locate your nearest U.S. Export Assistance Center, as well as Commercial Service offices overseas by visiting www.buyusa.gov.

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